

Milepost 382, Blue Ridge Parkway

FOLK ART CENTER

SOUTHERN
HIGHLAND
CRAFT GUILD

*Bringing together the crafts and craftspeople of the Southern Highlands for
the benefit of shared resources, education, marketing and conservation.*

SOUTHERN HIGHLAND CRAFT GUILD

The Southern Highland Craft Guild is an educational non-profit organization recognized for over six decades as a leader in promoting crafts of the Southern Highland region. Its active juried membership of over 700 craftspeople come from the mountain counties in nine southeastern states. Craftspeople are juried for life-time membership and only the work of these members is found in Guild owned shops. The corporate headquarters of the Guild is located at the Folk Art Center on the Blue Ridge Parkway.

SPECIAL EVENTS



Raku Firing, Clay Day
Photo: Katherine Caldwell

The Guild sponsors several educational special event days throughout the year at the Folk Art Center. Fiber Day, Clay Day, Appalachian Melody, Wood Day and Celebrate Folk Art all bring craftspeople together so that visitors have the opportunity to observe the craft process first hand. Many special events also include hands-on opportunities for guests.

From April through December craft demonstrations are held at the Folk Art Center. Watch brooms are made, coverlets woven, cornshuck dolls assembled, precious stones set into elegant

metal pendants and figures carved out of wood; call for specific information.

The third Thursday-Sunday of every July and October the Guild sponsors the premier craft fair in the Southeast in downtown Asheville at the Civic Center. **The Craft Fair of the Southern Highland Craft Guild**, a mountain tradition since 1948, includes demonstrations and exhibitions as well as retail booths.

ALLANSTAND CRAFT SHOP

The Blue Ridge Parkway's Folk Art Center is home to the nation's first craft shop, Allanstand, which was started in 1895 by Frances Goodrich. Located in downtown Asheville from 1917 until it was moved to the Folk Art Center on the Blue Ridge Parkway in 1980, Allanstand was a gift from Goodrich to the Guild in 1930. The purpose of the gift was to allow the Guild to have a strong financial base from which to carry out its mission; purchases made today enable visitors to be a part of this ongoing gift. Allanstand has long been recognized as one of the nation's top craft shops representing pottery, wood, glass, fiber, metal and jewelry made by members of the Guild. The shop continues to offer an exciting array of work from traditional mountain handcrafts and folk art to the latest in contemporary American craft.



Photo: Tim Arnw

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MAIN GALLERY

The Guild hosts a wide range of exhibitions in the gallery of the Folk Art Center. The annual Members' Exhibition showcases a variety of work in all craft media from the traditional to the contemporary. The Chair Show (*pictured*) is a biennial national juried exhibition highlighting the most exciting design and craftsmanship related to the chair. The Folk Art Center is also home to the Guild's permanent collection of craft objects dating back to the turn of the century. These objects are frequently used in exhibitions and interpretive areas. Located adjacent to the gallery is the Robert W. Gray Library Collection, one of the region's foremost resources of craft publications and books on Southern Appalachian history.



Photo: Blake Madden

Jar, Gay Smith

GUILD HISTORY & NATIONAL PARK SERVICE

The Southern Highland Craft Guild was founded in 1930 for the purpose of offering a network and market for mountain craftspeople. In addition, the Guild offered educational opportunities for craftspeople working in the mountains. That small group began what is known today as the Southern Highland Craft Guild. From just a handful of members in 1930, the Guild now has over 700 members. The mission for the organization remains the same: *marketing, preservation of mountain crafts, shared resources and education.*



Baskets,
Coker Creek Crafts

In the 1930s, when construction began on the Blue Ridge Parkway, a relationship was established between the Guild and the National Park Service. It blossomed over the years and has included many significant collaborations. In the 1970s the two organizations embarked on a large-scale project which would become the Folk Art Center. The National Park Service desired a facility to interpret Southern Appalachian Mountain culture on the Parkway; with the Guild as a partner, this goal could be realized. Built as a public/private partnership between the National Park Service, the Appalachian Regional Commission and the Guild, the Folk Art Center opened to the public in 1980. It houses an Eastern National bookstore and a Blue Ridge Parkway information area. The long-term relationship between the National Park Service and the Southern Highland Craft Guild has resulted in a rich history of successful projects.

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GUILD SHOPS

Allanstand Craft Shop
at the Blue Ridge Parkway's Folk Art Center
Milepost 382, Blue Ridge Parkway
Asheville, NC 28805
828/298-7928 FAX: 828/298-7962

Guild Crafts
930 Tunnel Road
Asheville, NC 28805
828/298-7903 FAX: 828/299-0610

Arrowcraft
576 Parkway
Gatlinburg, TN 37738
865/436-4604 FAX: 865/430-4440

Parkway Craft Center at Moses Cone Manor
Milepost 294, Blue Ridge Parkway
Blowing Rock, NC 28605
828/295-7938 FAX: 828/295-0703

The Folk Art Center & Allanstand Craft Shop
P.O. Box 9545 • Asheville, NC 28815
www.southernhighlandguild.org
email: shcg@buncombe.main.nc.us
Open Daily: 9AM - 5PM January thru March
9AM - 6PM April thru December
Closed Thanksgiving, Christmas & New Year's Day

The Southern Highland Craft Guild is authorized to provide services at the Blue Ridge Parkway's Folk Art Center under the authority of a cooperative agreement with the National Park Service, Department of the Interior.

Cover Photos: John Warner